

# Florida Federation of Fairs - Convention & IAFE Zone II Program

## “Rockin’ ‘n’ Boppin’ Convention”

(Program subject to change)

### WEDNESDAY MAY 16, 2012

#### **GILES ELLIS MEMORIAL GOLF TOURNAMENT**

11:00 Registration-11:00, Lunch-11:30, Shotgun Start-1:00, Tournament Dinner-5:30  
8:00-11:00 Hospitality Suite Open

### THURSDAY MAY 17, 2012

8:30-11:30 Trade Show Set-up (Vendors Only)  
8:30-10:00 Federation Committee Meetings as scheduled by Committee Chairmen  
8:00 Registration Open  
10:00 Federation Board of Director’s Meeting

1:00-4:00 **Trade Show Open**

1:00-4:00 Silent Auction Open

2:00-2:45 **Encounters with Technology**—*Keeping Your PC Running*

2:00-2:45 **Round Table Discussions**

1. *Livestock Processing Issues*
2. *Sponsorship Ideas For Small Fairs*
3. *Increasing Advance Ticket Sales*

#### **Educational Workshops**

1. *Make Your Best of Show A WOW*
2. *Fair Business—IRS 990, Conflict of Interest, Tax Issues and More*
3. *Our Best—Our Worst As Seen Through A Fairgoers Eyes*

2:50-3:35 **Encounters with Technology**—*Smart Phones—The Basics*

2:50-3:35 **Round Table Discussions**

1. *Arts and Crafts Idea Discussion*
2. *More Than Just Livestock*
3. *Communicating with the Media*

#### **Educational Workshops**

1. *Animals In Entertainment*
2. *Fairgrounds Development Trends*
3. *Insurance 101*

3:35-3:50 Refreshments in the Trade Show

3:50 Door Prize Drawing in the Trade Show

4:00-4:30 Welcome Zone II Reception—Hospitality Suite

Dinner on your own

8:00-8:45 FYI Reception—Hospitality Suite

9:00 **President’s Party and Auction**

“Rockin’ ‘n’ Boppin’ Party “ - wear your best 50’s attire—

From poodle skirts to jeans & white t-shirts—come dressed to have a  
“Rockin’ ‘n’ Boppin’ ” good time!

Dessert Bar, Live Auction, Showcases, and Cash Bar

### FRIDAY MAY 18, 2012

8:30 Registration Opens

8:30-10:15 **Opening Session**

Welcome and Convention Overview

Opening Keynote Speaker

Introduction of Associates

10:30-11:15 **Associates’ Meeting**

10:30-11:15 **Encounters with Technology**—*New Tactics and Technologies*

10:30-11:15 **Round Table Discussions**

1. *Working With FDACS—Livestock Health Issues*
2. *Thinking “outside” Fair Season For Small Fairs*
3. *Money Security & Banking*

10:30-11:15 **Educational Workshops**

1. *Spice Up Your Competitive Exhibits*
2. *Nothing Compares to Face To Face*
3. *Partnering With Your Concessionaires*

**FRIDAY, MAY 18 CONTINUED**

11:20-12:00	<b><u>Encounters with Technology</u></b> - <i>Facebook Made Easy</i>
11:20-12:00	<b><u>Round Table Discussions</u></b> <ol style="list-style-type: none"><li>1. <i>Getting The Word Out About Competitive Exhibits</i></li><li>2. <i>Buying Entertainment &amp; Entertainment Ideas</i></li><li>3. <i>Preserving Our History</i></li></ol>
11:20-12:00	<b><u>Educational Workshops</u></b> <ol style="list-style-type: none"><li>1. <i>Marketing Our Youth Livestock Shows &amp; Sales</i></li><li>2. <i>The Board Member's Role in Sponsorship Success</i></li><li>3. <i>New Technology For Midway Ticketing</i></li></ol>
12:00-1:30	<b><u>Lunch</u></b> (Ag, Photo, & Historical Awards and Showcases)
2:00-6:30	<b><u>Trade Show Open</u></b>
2:00-6:30	Silent Auction Open
3:00-3:30	Refreshment in the Trade Show
3:30-4:30	<b><u>Educational Workshops</u></b> <ol style="list-style-type: none"><li>1. <i>Advancing Animal Agriculture</i></li><li>2. <i>On Site Contests &amp; Competitive Exhibits</i></li></ol>
3:30-5:30	<b><u>IAFE Institute of Fair Management Workshop</u></b> <ol style="list-style-type: none"><li>1. <i>Sponsorship I</i></li></ol>
5:00	Door Prize Drawing in the Trade Show
5:00 – 6:30	<b><u>Friday Night Associate Party &amp; Showcases—In The Trade Show</u></b> <i>Sponsored by the Associates</i>
7:00—11:00	Dinner On Your Own Hospitality Suite Open

**SATURDAY MAY 19, 2012**

8:30	Registration Open
8:30-12:00	<b><u>Trade Show</u></b> (Last Chance)
8:30-12:00	Silent Auction Open
8:30- 9:30	Coffee, Tea and Pastries available in the Trade Show
8:45-9:45	<b><u>Zone II Business Meeting</u></b>
9:45-10:45	<b><u>Encounters with Technology</u></b> - <i>Unleashing The Power of Google</i>
9:45-10:45	<b><u>Round Table Discussions</u></b> <ol style="list-style-type: none"><li>1. <i>Finding Livestock Judges</i></li><li>2. <i>Competitive Exhibit Volunteers</i></li><li>3. <i>Boosting Attendance</i></li></ol>
9:45-10:45	<b><u>Educational Workshops</u></b> <ol style="list-style-type: none"><li>1. <i>Trends for 2012</i></li><li>2. <i>Kids Activities &amp; Kids Areas at Your Fair</i></li><li>3. <i>Thinking Creatively (TV Commercials and Print ads)</i></li></ol>
10:50-11:50	<b><u>Encounters With Technology</u></b> - <i>Smart Phones—Learn Their Potential</i>
10:50-11:50	<b><u>Round Table Discussions</u></b> <ol style="list-style-type: none"><li>1. <i>IAFE—Ag Awards Program, CFE &amp; Fair Management Institute</i></li><li>2. <i>Guest Hospitality</i></li><li>3. <i>Ag Exhibits &amp; Chapter 616—How Do You Stack Up?</i></li></ol>
10:50-11:50	<b><u>Educational Workshops</u></b> <ol style="list-style-type: none"><li>1. <i>What's On Your Mind—For Small Fairs</i></li><li>2. <i>Don't Let Mob Violence Ruin Your Fair</i></li><li>3. <i>A Promotion That Works With Little Or No Money</i></li></ol>
12:00	Silent Auction Closes
12:00-2:30	Lunch and Federation Annual Business Meeting and Showcase
End of Showcase	Silent Auction Items Awarded Final Door Prize Drawing
After door prize drawing	Board of Directors Meeting
6:00	Hospitality Hour/Reception – Cash Bar Opens
6:15	Doors to Banquet Hall Open
6:30	Showcase during Hospitality Hour/Reception
7:00-8:30	<b><u>Annual Banquet</u></b>
8:45-9:15	Reception for Incoming President, Hall of Fame, and Associate of the Year Recipients
9:15-12:00	Hospitality Suite Open